

LAMAR



SAN MATEO, CA

TRANSIT MEDIA GUIDE

WHY LAMAR TRANSIT ADVERTISING?



THE SAN FRANCISCO BAY AREA IS THE SIXTH LARGEST DMA IN THE COUNTRY

These markets fill in the gaps where billboards are zoned out, reaching 65% of the Bay Area all day, every day. Covering Santa Clara, San Mateo, Contra Costa, Marin and South Alameda Counties, Lamar Bay Area provides exposure to an affluent, household income demographic that is difficult to reach and much sought after.

Lamar Transit is everywhere your audience is...telling them stories, giving them directions and demanding attention. It's advertising that looks for people. It's advertising that knows where they work, where they live and where they play. So stay with your audience....Go where they go!

WHY TRANSIT ADVERTISING WORKS?

- Transit advertising delivers the lowest CPM (cost per thousand impressions) of all major media.
- Transit advertising is a non-selective media choice. It is intrusive; you can't change the channel or throw it away.
- Transit offers a stand alone advertising message, unlike the clutter of print, radio, and television.
- Transit advertisements reach exclusive areas because they are never zoned out, unlike billboards.



ADVERTISERS SAY THAT WHEN THEY USE TRANSIT IN THEIR MEDIA MIX, THE BUY FEELS MUCH "BIGGER" THAN THE ACTUAL SPEND

ARBITRON 2013 OUT-OF-HOME ADVERTISING STUDY

YOUR TARGET AUDIENCE IS ON THE ROAD

Arbitron's Out-of-Home Advertising Study is a national survey of U.S. residents to uncover the size and composition of the Out-of-Home audience, the viewership of outdoor ads, and how Out-of-Home ads affect purchasing decisions.

89%
OF PEOPLE TRAVEL
every week

30% MEDIUM TRAVELERS

34% HEAVY TRAVELERS

HOW DO PEOPLE GET AROUND?



87% DRIVE OR RIDE IN A PERSONAL VEHICLE



17% RIDE AS A PASSENGER IN A PUBLIC BUS OR TAXI



54% WALK IN A TOWN, CITY, OR DOWNTOWN AREA



82% OF PEOPLE
LOOK AT OOH ADS

AVERAGE TIME SPENT TRAVELING (WEEKLY)

MON - FRI: **3H & 16 MIN**

SAT & SUN: **1H & 5 MIN**

TOTAL WEEKLY AVERAGE



TRANSIT ADVANTAGE

Transit advertising is highly effective out-of-home media, offering some of the best reach, frequency and impact in the industry. Transit displays are larger than life, uncluttered and offer exposures throughout the day



REACH

Consumers now spend more time on the road and less time at home than ever before. As fragmented media sources compete for smaller audiences at home, transit advertising delivers one of the greatest demographic profiles and lowest cost per thousand figures in the industry. Transit can reach a market area more effectively than any other medium.



FREQUENCY

Transit advertising targets your market all day: during the drive to work, walk to lunch and bike ride before dinner. Through repetition, one display can create top-of-mind awareness and brand recognition in any media campaign. Transit displays are the answer for reaching an audience that has already turned off the radio and thrown the paper away.

IMPACT

Transit advertisements capture attention where people live, shop, work and play. Visible in downtown business centers and upscale suburbs, these displays provide local, regional and national advertisers a competitive advantage and unrivaled impact.

TAKE IT OUTSIDE

Lamar provides in-house advertising sales, design, production and installation. Call your sales representative today and take it outside with Lamar.

CPM COMPARISON

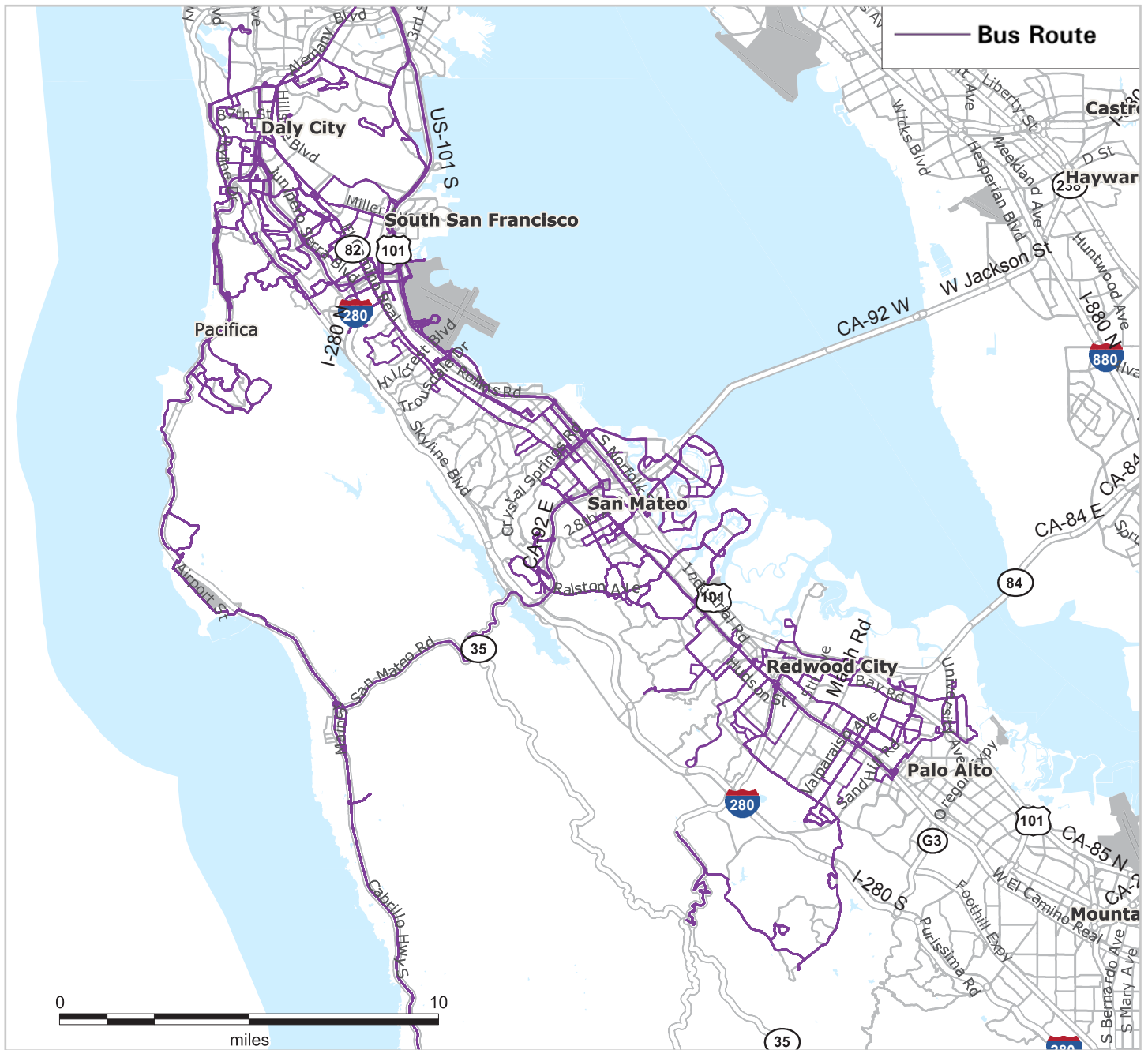
Outdoor.....	Transit	\$1.97
Outdoor.....	Poster	\$3.63
Outdoor.....	Rotary Bulletins	\$4.24
Radio.....	Spot	\$7.80
Magazine.....	Fashion	\$11.10
Online.....	General Content	\$13.00
TV.....	Broadcast: Spot TV Prime	\$22.30
Direct Mail.....	Co-op Not Targeted	\$22.50
Newspaper.....	Daily	\$28.00

*Sources: Wells Fargo Securities, 2007-2008, Nielsen Out of Home Figures, 2011, retrieved from 2011 Outdoor Advertising Association of America, Inc.



SAN MATEO, CA

TRANSIT COVERAGE



COVERAGE AREA

Atherton, Belmont, Burlingame, Colma, Daly City, East Palo Alto, Foster City, Half Moon Bay, Hillsborough, Menlo Park, Millbrae, Pacifica, Palo Alto, Redwood City, San Bruno, San Carlos, San Mateo, and South San Francisco.

296	Buses
75	Routes
60	Mile Service Area
50,000	Total Daily Boardings

ADVERTISING STRENGTHS:

San Mateo County is located on a 60-mile peninsula immediately south of San Francisco. The transit system, known as SamTrans, offers vast advertising reach; the buses reach diverse pockets of the Bay Area, and effectively reach areas within SamTrans coverage that are zoned out for billboards.



SAN MATEO | MARKET PROFILE

AVAILABLE TRANSIT PRODUCTS IN SAN MATEO:



BUS



POPULATION :

747,373

49.2% MALE 50.8% FEMALE

18-24 y/o 7.6% 45-54 y/o 15.5%
 25-34 y/o 13.8% 55-64 y/o 12.5%
 35-44 y/o 15.0% 65 & older 13.4%

\$87,751 = RESIDENTS MEDIAN HOUSEHOLD INCOME

43.9% OF RESIDENTS ARE COLLEGE GRADUATES

52.5% WORK FULL-TIME (35+ HOURS PER WEEK)

59.7% OWN THEIR RESIDENCE WHILE 40.3% RENT

44% OF BAY AREA RESIDENTS TRAVEL OVER 100 MILES PER WEEK

ALTERNATIVE MEDIA

ONLY 35.8% OF THE BAY AREA READS A DAILY NEWSPAPER

46.6% OF CABLE SUBSCRIBERS USE A DVR



20.5% OF RESIDENTS ARE HEAVY RADIO LISTENERS

EVENTS & ATTRACTIONS

SAN MATEO HARVEST FESTIVAL
 SAN MATEO COUNTY FAIR
 HALF MOON BAY ART & PUMPKIN FEST
 MUSIC @ MENLO
 MAKER FAIRE

Bayside Performing Arts Center | Coastal Repertory Theatre | Dragon Theatre | Foster City Hilbarn Theatre | Fox Theatre | San Mateo Performing Arts Center | CuriOdyssey at Coyote Point | The San Mateo Japanese Garden | Sawyer Camp Trail | Coyote Point Recreation Area | Central Park

SPORTS

Stanford Cardinal | Menlo Oaks | San Francisco State Gators | Cañada College Colts | College of San Mateo Bulldogs

31.3% COMMUTE OVER 40 MINS PER DAY

HIGHER EDUCATION

Cañada College | College of San Mateo | Menlo College | Notre Dame | San Francisco State | Stanford | Skyline College



SOURCES: SCARBOROUGH USA+ 2013, US CENSUS



BUSES

Circulating in the busiest areas of major metropolitan cities, bus advertising offers exposure to local commuters, drivers and pedestrians. Lamar's "moving billboards" are typically displayed on the exterior of the bus and come in a variety of traditional sizes and high-impact specialty formats. Interior advertising options are also available to help you reach bus passengers as they ride. Buses go where people go.

BUS BENEFITS:

- Buses are moving throughout residential and core business areas, on secondary arteries and busy streets, every day.
- Moving billboards are available in a variety of sizes and formats, ranging from side panel displays to fully wrapped buses.
- Bus ads deliver quick bursts of essential information throughout the marketplace and are seen by both pedestrians and vehicular traffic at the same time.
- Wraps and embellishments make your ad stand out

PRODUCT TYPES:

TRADITIONAL:

Traditional transit products deliver high reach and frequency, while providing consistent repetition of your message.

SIGNATURE:

Signature transit products deliver high impact and recall, while providing a clear brand message in areas that no other medium can reach efficiently.



TRADITIONAL BUS PRODUCTS



KING | 30" x 144"



QUEEN | 30" x 88"

SIGNATURE BUS PRODUCTS



■ **EMPRESS** | 42" x 114"





■ **KONG** | 48" x 228"

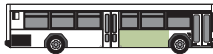




■ **KING KONG** | 108" x 228"

TRADITIONAL PRODUCTS

product		space rate/4wks	impressions/unit/4wks
KING 30"x144"		\$715	98,860
QUEEN 30"x88"		\$500	65,907

SIGNATURE PRODUCTS

product		space rate/4wks	impressions/unit/4wks
EMPRESS 42"x114"		\$600	65,907
KONG 48"x228"		\$1,000	98,860
KING KONG 108"x228"		\$1,500	98,860

MARKET COVERAGE

San Mateo, Menlo Park, Palo Alto, Redwood City, Daly City

DETAILS

Rates are NET and represent space only, subject to change. Materials may be provided for Traditional products. Signature product sizes are approximate and reflect the average bus length within a market. Icons are provided for reference only. Please contact your Lamar rep for exact design size and specifications.

*Headliners are available; not sold as stand alone option. Extensions can be purchased for \$15 per square foot. Please contact your Lamar rep with specific questions.

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